

ITEM # _____ RESO 08-96
FISCAL IMPACT: \$3,000, followed by revenue
FUNDING SOURCE: Operating Budget
ACCOUNT NUMBER: To Be Determined
DEPARTMENT: Parks and Recreation

ISSUE:

Approve licensing agreements with iGames, Inc; EA Sports; and Microsoft for site licenses to use their software for gaming tournaments.

SYNOPSIS:

The Fitness Center will be offering electronic gaming tournaments as part of its recreational package in an effort to reach youth who are less physically active. Agreements to obtain site licenses to use the software are necessary.

BACKGROUND:

Electronic games are very popular with youth. The hours spent playing them keep youth from participating in physical activities. Gaming tournaments are very popular and have been found to bring youth together in more social and educational environments. Offering regular supervised tournaments at the Fitness Center will expose gamers to an environment more social and increase the likelihood of physical activity.

The Fitness Center will hold regular supervised tournaments for a cost. All costs of staff, equipment, and overhead will be covered. There will be some one-time start-up costs to the program and some on-going staffing costs. Revenue from the tournaments will pay the on-going costs and pay back the start-up costs over time. The games will be non-violent; no HALO, Aliens, or War games. The first two game tournaments will be Madden Football and Rock Band. For example, youth (and Adults) will sign up to play a whole 19 week football season by participating every week (just like NFL). It is expected the activity will introduce the Fitness Center to more people and more will become members.

iGames is like a Broker that secures site licenses from the game manufacturers. It was found going straight to the manufacturers yielded no license agreements and we were directed to iGames, Inc.

RECOMMENDATION:

Approve the resolution authorizing the City to enter into site licensing agreements.

SUBMITTED BY:

Kevin Astill, Parks and Recreation Director